



# Office of Minority Health

## Real Men Checkin' It Out

### A Prostate Cancer Education and Screening Initiative



#### A REAL CONCERN

- African-American men are **three times** more likely to die of prostate cancer than white men in South Carolina.
- South Carolina's prostate cancer death rate is the third highest in the nation.



#### A REAL STRATEGY

- *Community-Based, Consumer-Driven Approach*
  - Engaging the community in each stage of development
  - Focus groups
  - Community Based Organizations (CBOs)
  - Orientation/Training
- *Project Advisory Committee* (physicians, health professionals, consumers, cancer survivors)



#### A REAL GRASSROOTS IMPLEMENTATION

- **Phase I**
  - Ten African -American CBOs received mini-grants of \$1,000 for education and outreach initiatives
  - Targeted counties: Richland and Fairfield
- **Phase II**
  - Partnership grants with Historically Black Colleges and University (HBCUs) and their affiliates.
  - Education, outreach and *screening*
  - Targeted Counties - Bamberg, Orangeburg and Richland



#### A REAL AWARENESS

- "Real Men Checkin' It Out" Educational Guide
- VHS Tape
- Print Ads
- Press Release



#### A REAL OUTCOME

- **Phase I:** 5,000 individuals educated
- **Phase II:** 2,330 men screened



#### A REAL EXPANSION

Model adopted by:

- Palmetto Health (Richland, Lexington, Fairfield and Pickens)
- Faith communities and other CBOs
- Historically Black Colleges and Universities targeting African-American men ages 40 years and over.

